



## How Engage Your Network

### **Step 1 – Sign-up to participate in the 5K Plus**

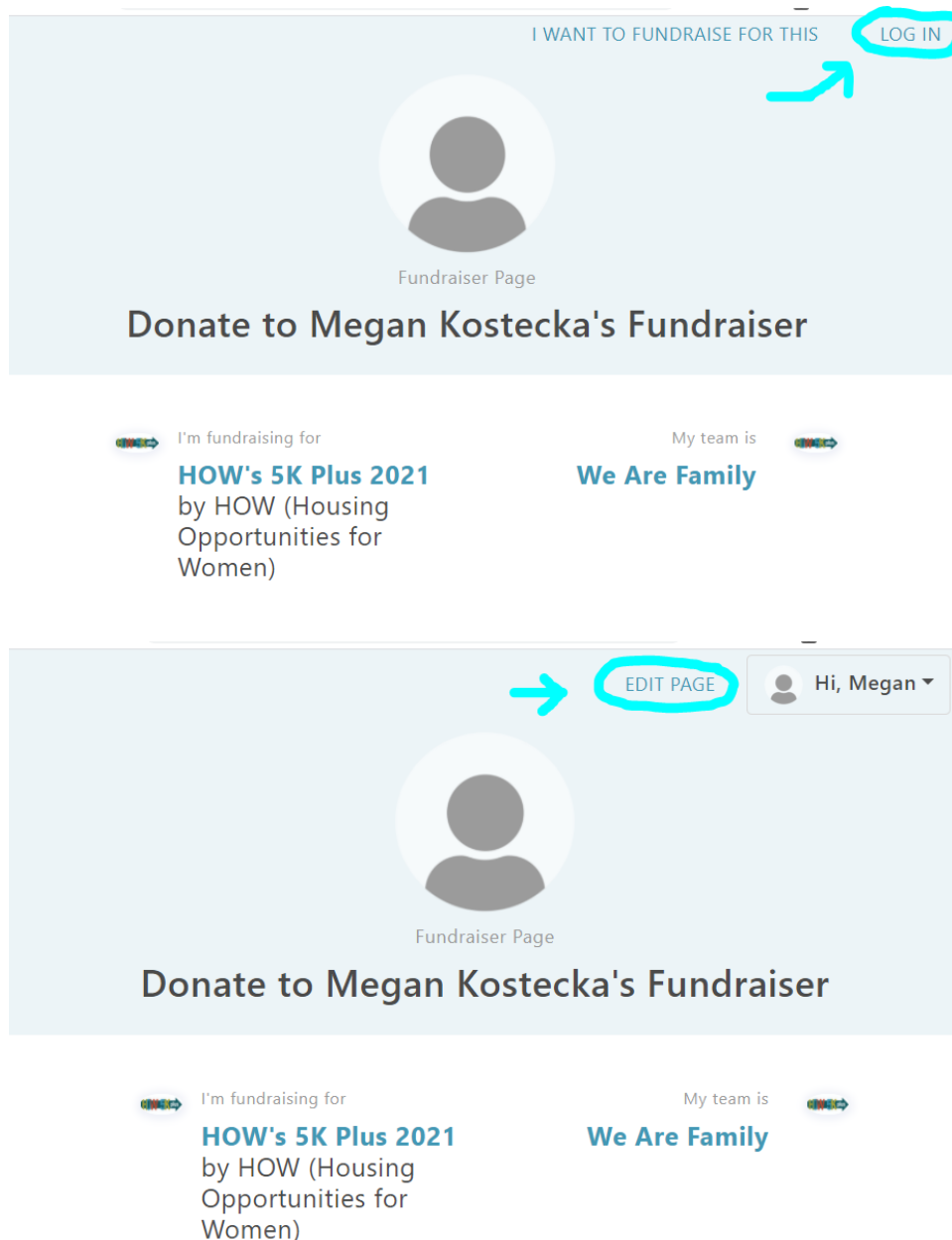
[Register for the 5k Plus](#). Select your preferred race length or other activity and get your network to become involved.

*You do NOT need to raise funds in order to participate in HOW's virtual 5K Plus. If you do not wish to crowdfund you can simply skip this guide.*

### **Step 2 - Set up your Fundraiser Page**

After you register you will receive an email with a link to set up your own fundraising page, or you can click [here](#).

1. Choose a fundraising option. You can fundraise as:
  - [An individual](#) OR
  - [Create your own team](#) OR
  - [Join a pre-existing team](#) (you will need to know the name of the team you are joining)
2. If you are creating your own team, remind all participants to register for the event at [www.how-inc.org/5kplus](http://www.how-inc.org/5kplus).  
*Just because they set up a fundraising page, does not mean they have registered for the event.*
3. You will receive an email from Give Lively ([hello@givelively.org](mailto:hello@givelively.org)) to set up your fundraising page.
  - ***This link may go to spam or junk so be sure to move it to your inbox!***
  - In the email, there is a section outlining how to set up and edit your fundraiser page. **You will need to login to edit your page.**



### **Step 3 – Edit Your Fundraiser Page**

1. Add a note about why you're participating and raising funds for HOW.
2. Create a fundraising goal. Remember, if you raise over \$100 you'll receive a free 5K Plus t-shirt!
3. Add an image and press "Save".

### **Step 4 – Share your page and ask your network to donate.**

1. Click on the "Copy link" button and then paste the link to your Fundraiser into any post, email, or text message. Below is a sample email!

#### ***Sample Email:***

Dear Friends & Family,

I am thrilled to be working with a wonderful organization called HOW (Housing Opportunities for Women) as a supporter. HOW empowers individuals and families to break the cycle of poverty and homelessness by providing housing and the support services necessary to achieve and maintain economic independence.

Right now, HOW is providing housing and services to some of those most vulnerable to the lasting health and economic effects of the pandemic. HOW needs the support of its community to ensure the agency can sustain its critical housing and services. With that in mind, I'm excited to announce I'll be joining the call to action and raising money for HOW by participating in a virtual [5K Plus on June 6<sup>th</sup>](#).

Please help me achieve my (insert your goal amount) goal by donating through my 5K Plus page (link your crowdfunding page). If you'd rather participate, I urge you to sign up for HOW's 5k Plus so we can run together on June 6<sup>th</sup>, despite being apart.

Thank you for your support!

### **Step 5 – Share your progress with your network via social media!**

Post regular updates to inspire people to get involved. You can do this on your favorite platform. Be sure to tag HOW in your posts using the handles provided! We've also made a helpful [social media guide](#) on HOW's website for you.

Hashtags: #5kyourway #HOW5kplus #HOW #socialdistancerunner #housing #Chicago #runforacause

- Facebook - @HOWEmpowering
- Instagram - how\_empowering
- Linked-In: <https://www.linkedin.com/company/how-empowering>
- Twitter - @HOWEmpowering

If you need any assistance, don't hesitate to reach out to Meg Kostecka via email at [mkostecka@how-inc.org](mailto:mkostecka@how-inc.org).